ABSTRACT OF THE DISCLOSURE

In order to carry out gradation drawing processing without causing deterioration of printing processing throughput, i.e., deterioration of printer engine performance, in the event that a received drawing command is a gradation drawing command, the degree of change of color within the gradation drawing area is obtained, and a thinning-out level within the gradation drawing area is determined, based on the obtained degree of change of color. An enlargement value is determined based on the thinning-out level decided upon, and instructions are given to an image processing unit to draw the gradation drawing area in a manner enlarged with the enlarging value decided upon. Next, the color values of the pixel values within the gradation drawing area are calculated at pixel intervals determined by the thinning-out level, and this is used as gradation data.